

Before THE
POSTAL REGULATORY COMMISSION
WASHINGTON, D.C. 20268-0001

STAMPED STATIONERY AND STAMPED CARDS
CLASSIFICATIONS

Docket No. MC2006-7

RESPONSE OF THE UNITED STATES POSTAL SERVICE
TO INTERROGATORY OF DAVID B. POPKIN
(DBP/USPS-19)

The United States Postal Service hereby provides its response to the following interrogatory of David B. Popkin: DBP/USPS-19, filed on March 15, 2007.

The interrogatory is stated verbatim and is followed by the response.

Respectfully submitted,

UNITED STATES POSTAL SERVICE

By its attorneys:

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DBP/USPS-19 Today's USPS News Link states the following:

MAILBAG

Laura Froehlich, Hankins, NY: I encourage letter writing among relatives by purchasing some of our wonderful philatelic products designed just for kids and giving them as gifts. Item#568087 *Lets Write A Letter* book, is great! It includes Mickey's book about writing and receiving letters, eight sheets of *Art of Disney* stationery with matching envelopes and eight *Art of Disney* postage stamps all for only \$14.95.

[a] Please confirm, or explain if you are unable to confirm, that the matching envelopes do not have postage affixed and that the eight *Art of Disney* are the regular postage stamps that are/were available at most post offices throughout the country.

[b] Please discuss the advantages and disadvantages of selling this type of product [which does not have any new variety of postage indicia] vs. the type of product that is the subject of this proceeding [which does have a new and separate variety of postage indicia].

[c] Please fully explain why the Postal Service feels that it is necessary to issue the type of product that is the subject of this proceeding as opposed to the type that is referenced in the News Link article above.

[d] Please either provide a complete listing of the articles that have been issued since Premium Stamped Stationery and Premium Stamped Cards have been issued that are similar to the item referenced in the News Link article above or provide a full discussion explaining the extent to which this and similar articles have been sold.

RESPONSE:

(a) Confirmed.

(b) The advantages to printing postage on the stationery/cards are that it results in a unique product and that it is more cost effective. It is more cost effective because, with stamped items, there is only one step from printing to distribution, whereas unstamped items require the intermediate step of being shipped to another vendor approved by the Postal Service/Inspection Service to include the stamps and finish the packaging.

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The disadvantage to printing postage on the stationery/cards is that the security printers that produce PSS and PSC require longer lead time for bid process and production.

(c) Please see the response to part (b).

(d) The following items were sold packaged with separate stamps:

- Wonders of America Postcard Fun Pack with stickers (for youth)
- Wonders of America Post Cards
- Wonders of America Coloring Postcards (for youth)
- Muppets Keep In Touch Stationery Kit (for youth)
- Santa's Smallest Helpers Story Book & Stationery Kit (for youth)
- Our Wedding Stationery Thank You Cards
- Our Wedding Stationery with Envelopes
- Our Wedding Stationery Noteworthy Bridal Set (thank you cards, and stationery with envelopes)
- Crops of the Americas Recipe Note Cards
- Holiday Cookies Planner with postcards